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From: Jones, Lynell
Sent: Friday, June 25, 1999 7:00 PM
To: Anton, Michelle C.; Czamecki, Joe R.; Sampson, Steve F.; Gennaro, Mary Jo; Strobel, Kathleen A.
Subject: RE: Week of June 14-20 Recap

A few comments on events that took place the week of June 14-20:

- It seems like the DJs in all the markets are doing an excellent job at making announcements.
- In Boogie Nights-Schaumburg, with the Treasure Chest Ladies Night promotion going on, is there Parliament visibility opportunity? Although, we have agreed to promo while other promotions are going on; our objective is to have primary visibility in these clubs.
- I'm concerned about pack sales, why are sales so low? Is it the attendance or kiosk positioning? Additionally, in Miami at Murphy's Law, the attendance was very low. Why were we scheduled in a club on a Wednesday night when the club's most popular nights are Tuesdays and Fridays?
- There was an incident in Boogie Nights-Schaumburg, where the winner of the gift certificate became upset when he didn't hear his name called and the prize was awarded to someone else. What happened in this case? Was not enough time allowed for him to claim his prize?
- Kathy, many consumers are commenting on the length of the survey. Is this issue across the brands? Can we get examples of surveys that other brands are using?
- There were several comments on the brightness of the light boxes. When are dimmers scheduled to be in market?
- Finally, it is my understanding that a local cable show was being filmed in Tampa Bay at Full Moon Saloon, while we were promoting. This could potentially be a HUGE problem for us. Tobacco and Television should not mix. We should get more information on what happened and why was this overlooked. This must never occur again!

Thanks,

Lynell Jones

Brand Assistant

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